

**SHOPPING**

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sales tax collections—\$2.62 per resident in 1949 down to only \$1.90 per resident in '53. This means that in 1953—a very prosperous year for business—

purchases from local merchants amounted to only \$380.00 per person as compared to \$514.00 per person in 1949—a 'depression year' by comparison. We suggest that the customers (or perhaps I should say those who are not customers of Torrance merchants) tell us what they want the retail merchants to do to encourage them to trade in Torrance.

**Reasons for Lost Business**

"We believe that one of the causes of lost business is the parking problem, because inadequate parking facilities. (1) waste the time of every motorist—time is money; (2) increase business operating cost and the merchants cost of dis-

tribution; (3) rob car owners of full and economical use of their essential vehicles; (4) discourage shoppers.

"You've heard about the fellow who bought a trailer so he'd have a place to live while he looked for a place to park. 'Actions necessary include: '1. Better use of present facilities.

"2. Providing new facilities.

"3. Stricter enforcement of parking regulations.

"We can do it when we meet the problems face to face. Action comes about because we see the need."

**Isolation**

In addition, Torrance is somewhat isolated even from itself. It's not easy or convenient for residents of many sections of the city to trade in Torrance. A study should be made to widen, improve or even open up new streets that will bring the people of the entire area to our

local merchants to buy. And all streets in and around Torrance lead people into the city.

"The answer to our problems is not one big blazing action but many little actions, fought on many different fronts—usually by unsung people who believe like giants."

**Theme for 1954**

"When we pause to consider the growth of Torrance in the past 5 years," Lorange began, "we should all be proud of the accomplishment—\$83,915,000 in building permits—an increase in population from 17,440 to 44,914—over 157%—with new records being set year after year. While many of the problems created are being very capably handled each one requires the recognition of not only the Board and Members of The Chamber of Commerce but of each and every citizen in the area. Because of this our theme this year is:

"To be a good citizen and to effectively serve the community in which we live... paying taxes is not enough! Business concerns, as well as individuals, have an obligation to aid in the civic and cultural development of the area they serve... as well as to participate in its economic life."

**Need for Unification**

"I stated previously that our growth has created many problems, and we believe one of the greatest is the need for unification. New areas have sprung up in various sections of our city, many not even using the name of Torrance when referred to by their residents. We would like to have all of these developments become a definite part of a Unified Greater Torrance. If you have problems we would like to hear them. One is welcome to attend Board of Directors meetings and the Board members would appreciate the opportunity of attending your civic meetings if we can be of assistance. We hope to develop a community spirit

**DINNER**

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C. C. Duncan, and Milt Isbell. The perpetual William I. Laughon-Grover C. Whyte Memorial trophy, as well as a plaque, were presented to the mayor by Donald Armstrong, local attorney. The citizen award, which was presented for the first time this year was originated by Dale Isenberg, executive secretary of the Chamber of Commerce.

Climaxing the feature-studded program was the premiere showing of the color-film Torrance, "The City of Industrial Opportunity" produced by Riviera Productions.

Robert I. Plomert, Jr., retiring president, received a gavel in recognition of his services. Byron Scotton, president of Kiwanis, also presented Lor-

anger with an over-sized gavel on behalf of the club in a humorous interlude during the ceremonies.

Judge John A. Shidler acted as master of ceremonies. The invocation was led by Rev. Paul Wenske of the First Lutheran Church.

Musical entertainment was provided by The Sparklers. Flowers were sent through the courtesy of La Galeria Florists.

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**RABIES**  
(Continued from Page 1)

important than dogs. Dogs should be made 'safe.'

PERRY CONNETT: "I personally know of a man who died of rabies. We vaccinate our children, why not vaccinate our dogs."

MRS. F. CAMERON: "Certainly I'm for vaccination. I have five children and couldn't feel any other way."

MRS. GROVER C. VAN DEVENTER: "If you have children, you'll do anything to protect them. I think I'd be in favor of compulsory vaccination."

JERRY BALDWIN: "It's a wonderful thing. I love dogs but I love children more. I wouldn't think of not having my dogs vaccinated. It doesn't bother them a bit."

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(similar to illustration)

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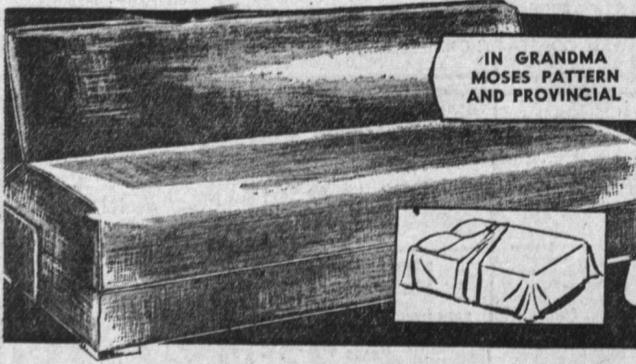
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**2-PC. FIBRE "E" Modern Living Room Set**

See this modern sandwich slope — arms on the chair and divan. In grey and green combination. Moss trim.

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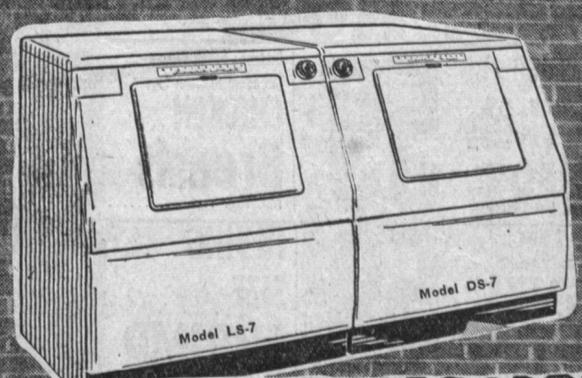
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